



WTIC-TV

ORDER

Print Date 09/14/12

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Flight Dates 09/17/12-09/23/12

Contract / Revision 387452 /

Original Date / Revision
09/14/12 09/14/12

Advertiser Murphy/D/Sen/CT

Agency Message & Media

Buying Contact

100 Albany Street #130
New Brunswick, NJ 08901

Product

FRIENDS OF CHRIS MUR

Agency Com 15%

Billing Contact

100 Albany Street #130
New Brunswick, NJ 08901

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 17% Market Value 76617

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	25%	19154
4WVIT	33%	25283
5WTNH	25%	19154
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	37	\$11,071.25	\$13,025.00	0.00	08/27/12	09/22/12	37	\$11,071.25	\$13,025.00
Totals	37	\$11,071.25	\$13,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	61	09/17/12	09/21/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	11111--	:30	5	\$100.00	01	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--					5	\$100.00		0.00			
N 2	61	09/17/12	09/21/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	11111--	:30	5	\$200.00	01	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--					5	\$200.00		0.00			
N 3	61	09/17/12	09/21/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	11111--	:30	5	\$125.00	01	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--					5	\$125.00		0.00			
N 4	61	09/17/12	09/21/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	11111--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--					5	\$175.00		0.00			
N 5	61	09/17/12	09/21/12		CM	10p-11p	MTWTF--	:30	6	\$1,200.00	01	0.00	NM	6	\$7,200.00



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Contract / Revision **387452** Flight Dates **09/17/12-09/23/12**Hiatus DatesOriginal Date / Revision 09/14/12/ 09/14/12Order Sep 00:15:00Advertiser **Murphy/D/Sen/CT**Product **FRIENDS OF CHRIS MUR**Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F News at Ten												
				News at Ten												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--			6			\$1,200.00			0.00			
N 6	61	09/22/12	09/22/12	Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$700.00	01	0.00	NM	1	\$700.00	
				Sa 10p-11p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1-			1			\$700.00			0.00			
N 7	61	09/17/12	09/21/12	M-F News at 11pm	CM	11p-1135p	11111--	:30	5	\$300.00	01	0.00	NM	5	\$1,500.00	
				News at 11pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	11111--			5			\$300.00			0.00			
N 8	61	09/17/12	09/21/12	M-F 1p-2p	CM	1p-2p	11111--	:30	5	\$125.00	01	0.00	NM	5	\$625.00	
				M-F 1p-2p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	11111--			5			\$125.00			0.00			
Totals														37	\$13,025.00	